

Salesforce.Marketing-Cloud-Email-Specialist.v2021-09-10.q123

Exam Code:	Marketing-Cloud-Email-Specialist
Exam Name:	Salesforce Certified Marketing Cloud Email Specialist
Certification Provider:	Salesforce
Free Question Number:	123
Version:	v2021-09-10
# of views:	3129
# of Questions views:	1230
https://www.freepdfdumps.com/Salesforce.Marketing-Cloud-Email-Specialist.v2021-09-10.q123.html	

NEW QUESTION: 1

Which 3 options are available to create a template in marketing cloud? Choose 3

- A. Paste HTML
- B. Mobile Template Editor
- C. Content Builder
- D. Template Editor

Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 2

EXAM Question on templates where there are no technical resources to build responsive web techniques:

Explain how to create an email using responsive web techniques, and it's required to render on Mobile.

(Choose 2)

- A. Mobile Design Template with Content Boxes
- B. Standard Template with Content boxes
- C. HTML Paste
- D. Mobile Design template
- E. HTML Paste template with Content Boxes

Answer: B,E (LEAVE A REPLY)

NEW QUESTION: 3

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails. After submittal, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

- A. Standard Workflow Approval
- B. Content Detective
- C. Preview Tab
- D. Two-Step Workflow Approval

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 4

Which file type delimiter is available in the Import Wizard? (Choose 3)

- A. Tab
- B. Fixed Length
- C. Other
- D. Pipe
- E. Comma

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement.

Which two practices should the marketing manager employ? (Choose two.)

- A. Test multiple variations concurrently.
- B. Offer a special discount for opening the email.
- C. Wait at least 24 hours before declaring a winner.
- D. Use a large sample size.

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 6

Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending.

What feature would be used to specify which IP address is used for retail vs. corporate?

- A. Send Definition
- B. Send Classification
- C. Delivery Profile
- D. Sender Profile

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 7

What is the recipient maximum for a test send?

- A. 1

- B. 5
- C. 3
- D. Unlimited

Answer: B (LEAVE A REPLY)

NEW QUESTION: 8

A marketing team has a series of emails that will be sent to prospective customers. The audience will be built from data stored in two data extensions. they would like to test engagement across multiple versions of the creative to determine which is most effective. Which tools will accomplish this?

- A. Automation Studio and Journey Builder
- B. Journey Builder and Email Studio
- C. Email Studio and Audience Builder
- D. Automation Studio and Content builder

Answer: B (LEAVE A REPLY)

NEW QUESTION: 9

Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers:

Education Events and Sales. Which feature would the company use?

- A. Shared Emails
- B. Shared Data Extensions
- C. Shared Publication Lists
- D. Shared Portfolio Items

Answer: C (LEAVE A REPLY)

NEW QUESTION: 10

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio?

Choose 2 answers

- A. Subscribers who click on a specific link
- B. Performance data on the Overview tab
- C. Number of clicks from mobile devices
- D. Images showing how the email rendered on different devices

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 11

A retail brand is running a campaign for new customers that open a loyalty account.

The first email is sent straight after the account is set up.

The second email is sent 1 day after the account has been set up to prompt the user to make a purchase.

The third email is sent 10 days after account was opened, or 8 days if the customer hasn't made a purchase related to the account yet.

Data kept in two separate data extensions

The brand's marketing team want to send campaign from the data extension.

A. Create a filter and a data extension key, an interaction and a user-initiated send.

B. Create a filter and a data extension key, an interaction and a triggered send.

C. Create a measure and a data filter, a filter activity then use a triggered send.

D. Create a measure and a data filter, a filter activity then use a guided send.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 12

The marketing team would like to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email. Which tool is recommended to execute this process?

A. Filter Activity

B. Automation Studio

C. Data Extract Activity

D. Playbooks

Answer: C (LEAVE A REPLY)

NEW QUESTION: 13

Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them.

How can access to the Master Customer table be restricted?

A. Manage Data Extension Policies

B. Date/Time Range for Access

C. Data Extension Sharing Rules

D. Shared Data Extension Permissions

Answer: (SHOW ANSWER)

NEW QUESTION: 14

Why should a Marketer ensure that field lengths are accurate when creating a data extension? Choose 2 answers

A. To determine the correct data type.

B. To save the data extension.

C. To optimize import process speed.

D. To ensure data integrity.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 15

What is triggered automation?

- A. An automation that triggers an email to be sent based on a user Initiated Email definition
- B. An automation that is triggered based on a schedule that has been defined
- C. An automation that is initiated when a file is dropped into a designated Enhanced FTP Folder
- D. An automation that is initiated when a designated value in a data extension is changed

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 16

A marketer at Northern Trail Outfitters wants to add a subscriber to a data extension and follow up with a thank-you email by using Smart Capture. Which action does the marketer need to take in the processing tab when creating the Smart Capture form? (Choose 2)

- A. Refresh the data filter
- B. Add to Data Extension
- C. Add a new subscriber to a list
- D. Send the email via Triggered Send

Answer: ([SHOW ANSWER](#))

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 17

What do you create in Marketing Cloud to test the Distributed Marketing setup in Sales Cloud?

- A. Journey and contact
- B. Sender and recipient profiles
- C. Campaign and journey
- D. Email and journey

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 18

A marketer wants to send the same email with the same send properties in several automations.

Which activity should be created within Automation Studio?

- A. Send Email
- B. Automated Send
- C. Triggered Send
- D. Template Send

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 19

What can you test with A/B Testing?

- A. Subject Lines
- B. All of the above
- C. Dates and Times sent out
- D. Content areas
- E. Email Message
- F. From Name

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 20

A marketing team is creating a new data extension. The data extension configuration is very similar to a data extension that is already In use.

What creation method should the team use to create the new data extension?

- A. Create from Existing
- B. Create from a Filtered Data Extension
- C. Create from Template
- D. Create from New

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 21

A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

- A. Media template
- B. Standard template
- C. Mobile-optimized template
- D. Responsive Web template

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 22

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe. The subscriber clicks One-Click Unsubscribe. Given that NTO is using the default subscription center, which two options are given when the subscriber clicks One-Click Unsubscribe?

Choose 2 answers

- A. Subscriber can choose to resubscribe to the list used for the send.
- B. Subscriber can choose to be removed from the data extension.
- C. Subscriber can choose which publications to unsubscribe from.
- D. Subscriber can choose to be unsubscribed from all NTO publications.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 23

What are two capabilities of Subscriber Preview in Email Studio?

- A. Renders the email based on email client and specific mobile device
- B. Allows you to view an email in Layout and Plain Text views
- C. Will not render Amp script or dynamic content
- D. Allows you to check personalization for a given subscriber

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 24

A marketer is importing a file using the import wizard and wants to ensure that only new records are added during the import process. How can the marketer achieve this? (Choose 2)

- A. Ensure that the data extension contains a primary key
- B. Select the update type Overwrite
- C. Select the update type Add and Update
- D. Select the update type Add Only

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 25

Which type of data can a subscriber easily update via the Profile Center? (Choose 2)

- A. Data Extension Fields
- B. Order History
- C. Email Address
- D. List Attributes

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 26

What is a purpose of marking an attribute as hidden?

- A. The attribute is not available for CAN-SPAM compliance
- B. The attribute is not available to store data
- C. The attribute is not available to subscribers on the Profile Center
- D. The attribute is not available to other users in the account

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 27

What is the timeline for which an unsubscribe request must be honored and processed as outlined by the CAN-SPAM Act?

- A. 5 business days
- B. 30 calendar days
- C. 10 business days
- D. 24 hours

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 28

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed.

How should the automation be configured?

- A. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- B. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
- C. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- D. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 29

Northern Trail Outfitters sends order confirmations to customers who have made online purchases. Delivery of these emails must follow the "Transactional" CAN-SPAM requirements.

What feature should the marketer use?

- A. Send Classification
- B. Sender Profile
- C. Delivery Profile
- D. Send Definition

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 30

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.

Which two tools should the marketer use? (Choose two.)

- A. Delivery Profiles
- B. Sender Profiles
- C. AMPscript Lookup
- D. Personalization Strings

Answer: (SHOW ANSWER)

NEW QUESTION: 31

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process. In which two ways should the data extension and import be configured? Choose 2 answers

- A. Select the update type "Add Only"
- B. Select the update type "Overwrite"
- C. Ensure the data extension has a Primary Key
- D. Select the update type "Add and Update"

Answer: C,D (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 32

What three methods are used to import data into a data extension?

- A. API, Import Filter, and Import Activity
- B. Import Wizard, Data Filter, and Import Activity
- C. API, Import Wizard, and Import Activity
- D. Import Filter, Import Data, and Automation
- E. API, Data Filter, and Import Activity

Answer: (SHOW ANSWER)

NEW QUESTION: 33

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased.

NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities.

Which three Canvas Activities are available in Journey Builder? Choose 3 answers

- A. Post to Facebook
- B. Query Activity
- C. Send SMS
- D. Wait Until
- E. Decision Split

Answer: C,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 34

What are some ways that a marketer can improve deliverability of their emails? (Choose 4)

- A. Add how the subscriber subscribed to your email
- B. Ensure all subscribers have given you permission
- C. Address Book Strategy - add address book tool to your emails.
- D. Identify the message as an advertisement
- E. Subject line recognition

Answer: A,B,C,E ([LEAVE A REPLY](#))

NEW QUESTION: 35

Northern Trail Outfitters wants to create a dynamic welcome series to make each email more relevant to its subscribers. The second email in the series should send customers down a predetermined path based on click activity within the first email. Which Journey Builder activity should be used?

- A. Filter Activity
- B. Engagement Split
- C. Random Split
- D. Decision Split

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 36

A marketer at Northern Trail Outfitters must design a targeted email campaign for the company's new winter offerings. What email best practice should be used?

- A. Personalize the email content.
- B. Use an infographic email template.
- C. Send to the entire subscriber base.
- D. Limit the email text to 250 words.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 37

A marketer would like to install the Salesforce Marketing Cloud Connector. Where can an installation guide be found?

- A. Code.exacttarget.com
- B. Help.exacttarget.com
- C. Help and Training Portal
- D. AppExchange

Answer: D (LEAVE A REPLY)

NEW QUESTION: 38

A marketer is using a list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. Which tool will produce the audience?

- A. Drag and Drop Segmentation
- B. Audience Builder
- C. Query Activity
- D. Guided Send

Answer: A (LEAVE A REPLY)

NEW QUESTION: 39

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe.

The subscriber clicks One-Click Unsubscribe.

Which two options are given when the subscriber clicks One-Click Unsubscribe, given that NTO is using the default subscription center? (Choose two.)

- A. Subscriber can choose to be unsubscribed from all NTO publications.
- B. Subscriber can choose which publications to unsubscribe from.
- C. Subscriber can choose to resubscribe to the list used for the send.
- D. Subscriber can choose to be removed from the data extension.

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 40

A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data.

What are two effective methods to acquire new subscribers? Choose 2 answers

- A. Have customers opt in to email before they can shop online.
- B. Create an in-store SMS campaign that offers a discount for opting in.
- C. Require customers to provide their email address when calling customer service.
- D. Ask for an email address when a customer makes a purchase in-store.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 41

Northern Train Outfitters wants to identify subscribers with something other than an email address. What value can be used to accommodate this?

- A. System Preferences
- B. Subscriber Attributes
- C. Primary Key
- D. Subscriber Key

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 42

What are 2 ways to improve deliverability?

- A. Add your company's name to the subject line
- B. Add how they subscribed to the list at the bottom of the email
- C. Make the From Name and Address recognizable
- D. Buy an email list from a trusted source

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 43

Which type of content can an email content box contain? (Choose 3)

- A. Freelance
- B. Static
- C. Dynamic
- D. A/B Testing
- E. Smart Capture

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 44

NTO wants to send promotional holiday emails to subscribers who have identified their favorite store locations. Which two actions should NTO take in order to utilize their subscribers' location preferences? Choose 2 answers

- A. A From Name for each store location
- B. A dynamic From Name that pulls in the store location
- C. A new send classification for holiday promotions
- D. A new delivery profile that pulls in store location in the footer

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 45

Northern Trail Outfitters wants to display different content areas based on the subscriber data Which two features can be used to accomplish this? (Choose two.)

- A. Personalization Strings

- B. Profile Mapping
- C. AMPscript
- D. Dynamic Content

Answer: C,D (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 46

What statement accurately dictate the configuration of the orders data extension

- A. the order no field will be a number data type field
- B. all field in the data extension are null able
- C. order no will be used as the primary key
- D. customer id will be used a primary key

Answer: C (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 47

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

- A. Full-width lifestyle imagery featuring attractive people
- B. Images of products that the customer has previously purchased
- C. Personalized imagery influenced by subscriber preferences
- D. Content focused on winter sports items for holiday shopping

Answer: C (LEAVE A REPLY)

Explanation

NEW QUESTION: 48

A customer leverages transactional messages to send order confirmations.

What type of message is most suitable in this situation?

- A. Send Flow

- B. User-Initiated Email
- C. Test Send
- D. Triggered Email

Answer: ([SHOW ANSWER](#))

Explanation

NEW QUESTION: 49

Which segmentation activity can be used to refresh data on a recurring schedule via an Automation? (Choose 2)

- A. SQL Query activity
- B. Data Extract activity
- C. Filter activity
- D. Segment activity

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 50

A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data.

What are two effective methods to acquire new subscribers? (Choose two.)

- A. Create an in-store SMS campaign that offers a discount for opting in.
- B. Have customers opt in to email before they can shop online.
- C. Ask for an email address when a customer makes a purchase in-store.
- D. Require customers to provide their email address when calling customer service.

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 51

If you have more than 50,000 subscribers your test distribution should be what percent per condition?

- A. 15%
- B. 5%
- C. 20%
- D. 10%

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 52

Which is a benefit of Quick Send?

- A. Quickly send Salesforce emails to leads, contacts, or person accounts.
- B. Quickly send multi-message campaigns to leads, contacts, or person accounts.
- C. Quickly send single Marketing Cloud messages to leads, contacts, or person accounts.
- D. Quickly approve Campaign Members for sending.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 53

A 15-person management team wants to review test emails built in Email Studio prior to live deployment based on content that is personalized for them, but is clearly noted as a test email. What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

- A.** Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.
- B.** Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.
- C.** Create a Test data extension composed of the management team and Test Send to the Test data extension.
- D.** Find each individual with Subscriber Preview and Test Send to each individual Recipient.

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 54

A marketer sent a promotional email to contacts who recently attended a trade show. The data extension used for the send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking information, she determined many email addresses were problematic.

Which send tracking metric provides the bounce description "Address is non-existent at the domain"?

- A.** Undeliverable
- B.** Soft Bounce
- C.** Blocked Bounce
- D.** Hard Bounce

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 55

A marketer would like to send a commercial email that is cam-spam complied. Which two criteria should be met to ensure compliance with the cam spam act?

Choose two answers.

- A.** Include a phone number to call.
- B.** State the subscriber is receiving the email
- C.** Ensure opt out link is present.
- D.** Include the email address of the sender

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 56

When importing Data into the Marketing Cloud list detective is triggered at the time of import for which of the following?

- A. Lists
- B. Import Activity
- C. Data Views
- D. Data Extension

Answer: A (LEAVE A REPLY)

NEW QUESTION: 57

The marketing team at a bank need to receive a file of all subscribers who were sent payment reminder emails and opened at each week, the file needs to be encrypted and placed on the bank external SFTP.

How should the schedule automation be configured to achieve this

- A. filter activity, file transfer activity, data extract activity.
- B. filter activity SQL, query activity, and file transfer activity
- C. data extract activity, SQL query activity, file transfer activity
- D. SQL query activity, data extract activity and file transfer activity

Answer: D (LEAVE A REPLY)

NEW QUESTION: 58

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketingD18912E1457D5D1DDCBD40AB3BF70D5D team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is then sent to business stakeholders for final approval.

Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A. Create an API-driven process to put the data directly into the data extension when any data is changed.
- B. Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.
- C. Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
- D. Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 59

A marketing manager needs to evaluate two creative versions to determine which is more effective in increasing sales conversions and if this correlates to the version that receives the most clicks.

Which two A/B test options should be used? Choose 2 answers

- A. The test administrator selects the desired audience test segment sizes.
- B. The test administrator manually selects the version to send to the remainder.
- C. The system automatically sends the winning version to the remainder audience.
- D. The test administrator chooses which subscribers to place in each audience.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 60

A marketer needs to share report results with a manager.

When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager?

Choose 3 answers

- A. Text a link to the report.
- B. Save the report to an FTP folder.
- C. Notify the manager with a pop-up.
- D. Save the report as a Snapshot.
- E. Email the report.

Answer: B,D,E (LEAVE A REPLY)

NEW QUESTION: 61

A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

- A. Choose the appropriate date format
- B. Map the attributes in the file
- C. Select the delimiting character
- D. Name the new import definition

Answer: B (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: <https://www.actual4test.com/Marketing-Cloud->

NEW QUESTION: 62

Which data model should be used to create a Group?

- A. Data Filters
- B. Data Extensions
- C. Lists
- D. Active Audiences

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 63

A marketer would like to improve open rate for a weekly email campaign which area of the email design should the marketer focus

- A. email body
- B. link content
- C. footer
- D. envelope content

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 64

A marketer would like to automate a weekly email campaign using Automation Studio. The marketer needs to preconfigure the email so a colleague can set up the automation at a later date. How should the customer prepare this email for sending?

- A. Test Send
- B. Guided Send
- C. Send Preview
- D. Send Email

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 65

What happens when subscribers click the default "One-Click Unsubscribe" in an email sent to a "Public" List? (Choose 3)

- A. They can resubscribe from the Subscription Center
- B. They can choose to be unsubscribed from all lists in the Subscription Center
- C. They will be removed from the data extension
- D. They will be unsubscribed from all available lists
- E. They will be unsubscribed from the List used for the send

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 66

Northern Trail Outfitters (NTO) would like to evaluate which email content customers click most frequently. The email team wants to track click behavior for all linked hero images using the naming convention "Hero_CTA." Which two different methods would ensure click behavior on these images if tracked with this naming convention? (Choose two.)

- A. Include an alias attribute in each anchor tag and populate it with "Hero_CTA."
- B. Add "Hero_CTA" to the Tracking Alias field for each link.
- C. Include "Hero_CTA" in the filename for each Hero image.
- D. Include "HeroCTA" in the Link Tooltip field for each link.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 67

A marketing team wants to narrow down a customer population of several billion subscribers based on e-commerce order details and rapidly explore the data to find appropriate segments

, what tool should the marketing team use

- A. Audience builder
- B. data extract activity
- C. filters
- D. profile attributes

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 68

What are some of the acquisition methods for allowing subscribers to opt-in to receiving email? (Choose 3)

- A. Authenticate email
- B. Capture from Facebook
- C. Paid Mobile Ads
- D. Drip campaigns
- E. Sales associate request during check out.

Answer: B,C,E ([LEAVE A REPLY](#))

NEW QUESTION: 69

Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non-loyalty members.

How should NTO build the email?

- A. Create a template and lock content in the template.
- B. Create dynamic content with a SQL Query activity.
- C. Create multiple versions of the email for loyalty and non-loyalty members.
- D. Create a template-based email using dynamic content.

Answer: D ([LEAVE A REPLY](#))

Explanation/Reference:

NEW QUESTION: 70

A Marketer developed an email with personalized content based on 5 geographical regions; Northwest - Static Image; Southwest - Image carousel Central - No content; Northeast - Static image; Southwest - Coupon; How many dynamic content rules need to be created to accomplish this?

- A. 4
- B. 6
- C. 3
- D. 5

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 71

An email marketer needs a point-and-click tool to create a segment based on everyone who lives in a five-mile radius of a specific zip code and to see an accurate count of subscribers in real time.

What solution meets this specification?

- A. Audience Builder
- B. Data Filters
- C. SQL Query Activity
- D. Contact Builder

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 72

As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

- A. Group Refresh
- B. File Transfer Activity
- C. Import Activity
- D. Query Activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 73

A 15-person management team wants to review test emails built in Email Studio prior to live deployment based on content that is personalized for them, but is clearly noted as a test email.

What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

- A. Create a Test data extension composed of the management team and Test Send to the Test data extension.

B. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.

C. Find each individual with Subscriber Preview and Test Send to each individual Recipient.

D. Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 74

Which feature can segment on behavioural data?

A. Data Filter

B. Data Extension

C. Import Activity

D. Tracking

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 75

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript.

Which statement best describes how AMPscript can be used to customize email messages?

A. Automates the template creation process

B. Automates the flow of creating email messages

C. Provides advanced content personalization

D. Inserts responsive content based on the user's viewing device

Answer: C ([LEAVE A REPLY](#))

Explanation/Reference:

NEW QUESTION: 76

How can a subscriber update their profile attributes?

A. By calling customer service

B. By unsubscribing from a list

C. By accessing the profile center

D. By emailing their sales representative

Answer: ([SHOW ANSWER](#))

newest Marketing-Cloud-Email-Specialist exam dumps, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 77

A marketer uses Email Approvals. In which send process must an email have an "Approved" status prior to send? (Choose 3)

- A. Test Sends
- B. Triggered Sends
- C. A/B Tests
- D. Send Previews
- E. Scheduled Sends

Answer: B,C,E (LEAVE A REPLY)

NEW QUESTION: 78

A marketer needs to share report results with a manager.

Which three options could be used to deliver the report to the manager using Reports in Marketing Cloud?

(Choose three.)

- A. Email the report.
- B. Text a link to the report.
- C. Save the report as a Snapshot.
- D. Save the report to an SFTP folder.
- E. Notify the manager with a pop-up.

Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 79

Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spike.

The executive team would like the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should the marketing team use to achieve this?

- A. Triggered Send
- B. Send Email Activity
- C. Send Flow
- D. Send Throttling

Answer: D (LEAVE A REPLY)

NEW QUESTION: 80

What are the ways that data can be imported into the marketing cloud? (Choose 3)

- A. Import Activity
- B. API
- C. Query Activity
- D. Import Wizard

Answer: A,B,D ([LEAVE A REPLY](#))

NEW QUESTION: 81

A marketer at Northern Trail Outfitters (NTO) has been tasked with growing its email subscriber audience.

Which three best practices should the marketer keep in mind while trying to acquire new email subscribers?

(Choose three.)

- A. Tell customers why they want to receive NTO emails.
- B. Ask for detailed demographic information.
- C. Use explicit opt-in for any new web sign-ups.
- D. Automatically opt-in all new customers.
- E. Set expectations on send frequency and schedule.

Answer: A,C,E ([LEAVE A REPLY](#))

NEW QUESTION: 82

What does the validate tool check for? (Check all that apply)

- A. That each content area specified in the dynamic content rule exists
- B. Correct syntax for attributes
- C. A physical mailing address
- D. The presence of an unsubscribe link
- E. Invalid email address

Answer: A,B,C,D ([LEAVE A REPLY](#))

NEW QUESTION: 83

A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data.

What are two effective methods to acquire new subscribers? Choose 2 answers

- A. Have customers opt in to email before they can shop online.
- B. Require customers to provide their email address when calling customer service.
- C. Create an in-store SMS campaign that offers a discount for opting in.
- D. Ask for an email address when a customer makes a purchase in-store.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 84

A local craft store is implementing the Marketing Cloud and will be using Lists to store their subscriber data.

Which two types

of data can subscribers easily update via the default Profile Center? Choose 2 answers

- A. Data Extension Fields
- B. Email Address
- C. Order History
- D. List Attributes

Answer: B,D ([LEAVE A REPLY](#))

NEW QUESTION: 85

NTO uses html emails that have headers and footers coded into it email what tool can marketer use to control default headers and footers on email sent.

- A. Delivery profiles
- B. sender's profile
- C. An script lookups
- D. dynamic content

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 86

A bank wants to send a series of emails to customers who open a new savings account. The first email is sent immediately after the account is opened to confirm the action. The second email is sent one day after the account is opened. The third email is sent five days after the account is opened only if the customer has not made a new deposit. The final email is sent ten days after the account has been opened and the customer still has not made a deposit, or eight days after the customer opened the account and made a deposit, but has not opened any emails. The data is stored in two data extensions. The bank has two versions of each email: English and Spanish. The bank wants to automate sending the emails. Which process could the bank use?

- A. Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities
- B. Use Query Activities
- C. Use Drag and Drop Segmentation to create data filters
- D. Use Drag and Drop Segmentation to create data filters, and the use Filter activities

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 87

A marketing team has switched from the Classic Editor to Content Builder in Email Studio. All images, content blocks, and emails were saved in one folder.

How should these saved items be found in Content Builder?

- A. Filter based on content type

- B. Rename content to be alphabetical
- C. Add tags to each piece of content
- D. Create folders and move content

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 88

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.

What is the recommended design approach?

- A. Mobile-aware Design
- B. Responsive Design
- C. Static Design
- D. Desktop-centric Design

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 89

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter offerings. Which email design best practice would the associate implement in this campaign?

- A. Personalize the email content
- B. Segment the audience for the email
- C. Limit the email text to 250 words
- D. Use an infographic email template

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 90

A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments.

What tool should the marketing team use?

- A. Filters
- B. Audience Builder
- C. Data Extract Activity
- D. Profile attributes

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 91

Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.

An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.

Which feature should be used when sending the second email to ensure that the 7,000 subscribers that exist on both lists don't receive the same email twice?

- A. Suppression List
- B. Exclusion Script
- C. Exclusion List
- D. Domain Exclusion List

Answer: A (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 92

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems. In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system.

Which solution should they use to maintain subscriber status?

- A. Import unsubscribes into a data extension, then update status with a query.
- B. Create a suppression workflow for the unsubscribed accounts.
- C. Create an automation triggered on unsubscribes from the other system.
- D. Import unsubscribes with the appropriate status into All Subscribers.

Answer: (SHOW ANSWER)

NEW QUESTION: 93

A marketing associate wants to use the Validate button to ensure an email is CAN-SPAM compliant. What information does the associate need to provide in order for the email to pass validation? (Choose 2)

- A. Profile Center URL

- B. Physical Mailing Address
- C. Terms and Conditions Policy
- D. Company Website URL

Answer: (SHOW ANSWER)

NEW QUESTION: 94

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter.

The second step is to personalize content based on the data that has been collected from subscribers.

What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

- A. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.
- B. Use a substitution string to populate a subscriber's name in the subject line.
- C. Change the color of the email background to match their subscribers' preferred color of choice.
- D. Use a substitution string to populate a photo of the subscriber in the header of the email.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 95

A marketing manager needs to evaluate two creative versions to determine which is more effective in increasing sales conversions and if this correlates to the version that receives the most clicks.

Which two A/B test options should be used? (Choose two.)

- A. The test administrator chooses which subscribers to place in each audience.
- B. The test administrator manually selects the version to send to the remainder.
- C. The test administrator selects the desired audience test segment sizes.
- D. The system automatically sends the winning version to the remainder audience.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 96

Northern Train Outfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90-day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trial ends. Which tool is recommended for this scenario?

- A. Automation Studio
- B. Playbooks
- C. Guided Send

D. Triggered Emails

Answer: B (LEAVE A REPLY)

NEW QUESTION: 97

Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers.

Which feature allows NTO to easily target this segment?

- A. List Detective
- B. Smart Capture
- C. Filtered Group
- D. Publication List

Answer: C (LEAVE A REPLY)

NEW QUESTION: 98

What single place in Content Builder would a marketer store CSS used in several Paste HTML Templates?

- A. Script Activity
- B. Style Block
- C. Free Form Code Block
- D. Code Snippet

Answer: B (LEAVE A REPLY)

NEW QUESTION: 99

A small company, with limited resources, has started to use Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts in to receive communications, they will receive a monthly newsletter, weekly promotions, and a birthday email.

What is the optimal way to manage unsubscribes by communication type?

- A. Create separate data extensions for each communication type and customize the subscription page.
- B. Create a Boolean field for each communication type in the data extension and update the Profile Center.
- C. Create publication lists for each communication type, and associate the publication list on the send definition.
- D. Create suppression lists for each communication type, and associate the suppression list on the send definition.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 100

A customer would like to automate a weekly email campaign using Automation Studio.

Which send method would the customer use to configure the email?

- A. Guided Send
- B. User-Initiated
- C. Send Preview
- D. Test Send

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 101

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe.

The subscriber clicks One-Click Unsubscribe.

Given that NTO is using the default subscription center, which two options are given when the subscriber clicks One-Click Unsubscribe?

Choose 2 answers

- A. Subscriber can choose to be removed from the data extension.
- B. Subscriber can choose to resubscribe to the list used for the send.
- C. Subscriber can choose which publications to unsubscribe from.
- D. Subscriber can choose to be unsubscribed from all NTO publications.

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 102

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems. In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system.

Which solution should they use to maintain subscriber status?

- A. Create an automation triggered on unsubscribes from the other system.
- B. Import unsubscribes into a data extension, then update status with a query.
- C. Create a suppression workflow for the unsubscribed accounts.
- D. Import unsubscribes with the appropriate status into All Subscribers.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 103

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- A. SQL Query Activity
- B. Data Filter
- C. Filtered Group
- D. Filter Activity

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 104

What is an Automation Studio activity? (Choose 3)

- A. Triggered Send
- B. A/B Test Send Activity
- C. Send Email
- D. Wait Activity
- E. Transfer File Activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 105

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.

Which two tools should the marketer use? Choose 2 answers

- A. Delivery Profiles
- B. AMPscript Lookup
- C. Personalization Strings
- D. Sender Profiles

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 106

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscribers attribute, the marketer would like to preview how each email are render for a given list of subscribers, how should do the marketer proceed

- A. create a user initiated email to send to the list of subscribers
- B. use the test send tool to trigger copies of the email
- C. using the subscribers preview tool cycle through the list of subscribers
- D. select the preview tab within the classic content tool

Answer: C ([LEAVE A REPLY](#))

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: <https://www.actual4test.com/Marketing-Cloud->

[Email-Specialist_examcollection.html](#) (162 Q&As Dumps, **30%OFF** Special Discount: **Freepdfdumps**)

NEW QUESTION: 107

A data administrator is creating a new data extension to store product catalog data. Character length limit is specified for each field.

What are two benefits of ensuring field lengths are accurate? (Choose two.)

- A. To save the data extension
- B. To ensure data integrity
- C. To optimize import process speed
- D. To determine the correct data type

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 108

When using a mobile-optimized template, what causes the mobile layout to display?

- A. The email client detection tracking pixel
- B. A subscriber attribute that dictates a mobile layout preference
- C. The specific device that is used to view the email
- D. The screen size of the device that is used to view the email

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 109

Northern Trail Outfitters (NTO) sent an email with a Conversion Tracking Link that links to a promotion page in the NTO website. How can the marketing team review conversions for a specific email send?

- A. View Conversions tab of the email send's tracking page
- B. Create a Query Activity using Conversions Data View
- C. Run a Conversion Report for this tracking link
- D. Select Conversion Data from the Tracking menu

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 110

Describe email design best practices. What are the 3 stages of interaction? (Choose 3)

- A. Subject line
- B. Landing Page
- C. Body
- D. Footer
- E. Envelope

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 111

If you don't have the option for offline tactics what could you consider? (Select 3)

- A. Promote content via social media that does not requires email registration to access
- B. Require email to create an account on website
- C. Registration with incentive on website
- D. Drive online loyalty program registration requiring email address

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 112

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- A. Data Filter
- B. Filter Activity
- C. SQL Query Activity
- D. Filtered Group

Answer: B,D ([LEAVE A REPLY](#))

Explanation

NEW QUESTION: 113

Northern Trail Outfitters wants to use something other than an email address to identify subscribers.

What functionality can be used to accommodate this?

- A. Subscriber Key
- B. Subscriber Attributes
- C. System Preferences
- D. Primary Key

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 114

When a marketer is looking to improve the deliverability of their emails what should be included in the subject line of the email?

- A. Add your company's name.
- B. Catchy subject line
- C. Customer's first and last name
- D. Incentive Program

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 115

Northern Trail Outfitters wants to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing

all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed. What would be the correct sequence of Activities for this File Drop Starting Source?

- A. Import File Activity > File Transfer Activity > Send Email
- B. File Transfer Activity > Send Email
- C. File Transfer Activity > Import File Activity > Send Email
- D. Import File Activity > Send Email

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 116

Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email.

What tool can the marketer use to control default headers and footers on email sends?

- A. Sender Profile
- B. Delivery Profile
- C. Dynamic Content
- D. AMPscript Lookups

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 117

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process. In which two ways should the data extension and import be configured? Choose 2 answers

- A. Select the update type "Overwrite"
- B. Select the update type "Add Only"
- C. Ensure the data extension has a Primary Key
- D. Select the update type "Add and Update"

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 118

What can a marketer do to enhance a Welcome Series campaign? (Choose 2)

- A. Share the email program's value proposition
- B. Personalize email content
- C. Send three emails on the first day after sign-up
- D. Require that the subscriber refer a friend

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 119

What is a capability of a data relationship?

- A. Join three or more data extensions together to create a filtered data extension
- B. Join data extensions together to create one combined data extension

- C. Join a list and a data extension to filter the combined data
- D. Join data extensions to filter or segment the fields from data extensions

Answer: (SHOW ANSWER)

NEW QUESTION: 120

Northern Trail Outfitters (NTO) would like to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email address, reply date, and response from subscribers.

How should NTO set up its data extension?

- A. Create a data extension with email address as the Primary Key and reply date and response fields as nullable.
- B. Create a data extension with email address, reply date, and response fields as non-nullable.
- C. Create a data extension with email address, reply date, and response fields as nullable.
- D. Create a data extension with email address as non-nullable; reply date and response fields as nullable.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 121

A customer wants to automate nightly imports and also have the ability to manually import files via the Import Wizard.

What needs to be configured in the Marketing Cloud account?

- A. File Transfer
- B. Data Loader
- C. Enhanced SFTP
- D. Encrypted SFTP

Answer: C (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 122

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. SQL Query Activity
- B. Filter Activity
- C. File Transfer Activity
- D. Group Refresh

Answer: B (LEAVE A REPLY)

NEW QUESTION: 123

A marketing team would like to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email.

Which tool is recommended to execute this process?

- A. Filter Activity
- B. Data Extract Activity
- C. Automation Studio
- D. Journey Builder

Answer: C (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)